

For Immediate Release

July 17, 2014

Media Contact: Maggie McDonald

205-322-9922 ext. 304

mmcdonald@ywcabham.org

YWCA Central Alabama's CREW Program Expands with PNC Support

Birmingham, AL., July 17, 2014 — the YWCA Central AL, in cooperation with the Woodlawn United, United Cerebral Palsy (UCP) Summer Camp and PNC, hosts CREW (Creating Responsible Educated Working teens): an eight week summer enrichment program offering job skill training as well as academic and personal development opportunities.

The PNC Foundation has provided generous support to the YWCA Central Alabama in the past and continues to do so. The PNC Foundation's priority is to form partnerships with community-based nonprofit organizations. Their \$20,000 grant in 2013 from the PNC Foundation, which receives its principal funding from The PNC Financial Services Group (NYSE: PNC), will continue funding the CREW summer program to offer up to 30 local teenagers aged 14-18 years old, a chance to develop work skills by providing part-time employment and volunteer opportunities in several communities.

CREW began in 2011 when teenagers from the YWCA's Interfaith Hospitality House were invited to help out at the UCP Summer Camp over the course of six weeks. Their experience was enhanced by the YWCA by adding job skill training as part of the program by preparing teens for professional job interviews, resume building and financial literacy. The first year of CREW was so successful that UCP invited the students back for the 2012 camp season. This year marks the fourth year that CREW will partner with and participate at the UCP Summer Camp. CREW expands this summer to an even larger program with partnerships with Woodlawn United and financial support by the PNC Foundation.

The CREW started with a week-long orientation which included two days of skills building at Cherokee Bend and sessions on the importance of education, dress codes, work ethic, commitment, listening skills, responsibility, team building exercises and interview tips and preparation. For the first time this year, CREW members will also receive a Red Cross certification class on First Aid and CPR. Orientation is followed by seven weeks of on-the-job training and experience where students work 18 hours a week and receive a stipend at the end of each Thursday's enrichment activity.

The YWCA Central Alabama thanks the PNC Foundation for their ongoing generous support to the programs helping women, children and families in our community.

About the YWCA

The YWCA Central Alabama is a United Way organization that is dedicated to eliminating racism, empowering women and promoting peace, justice, freedom and dignity for all. For over 110 years, the YWCA Central Alabama has been responding to the needs of women, children and families. The YW's programs and services serve women, children and families by providing: affordable child care for families; child care and after-school enrichment programs for homeless children; affordable housing; a broad array of domestic violence services; and social justice programs. For more information, please visit www.ywcabham.org, www.facebook.com/YWCACentralAlabama and www.youtube.com/ywcentralal or follow @YWCentralAL on Twitter.

About The PNC Foundation

The PNC Foundation, which receives its principal funding from The PNC Financial Services Group (NYSE: PNC), actively supports organizations that provide services for the benefit of communities in which it has a significant presence. The foundation focuses its philanthropic mission on early childhood education and community and economic development, which includes the arts and culture. Through Grow Up Great, its signature cause that began in 2004, PNC has created a \$350 million, multi-year initiative to help prepare children from birth to age 5 for success.

for every woman